

"SIX-CYLINDER CARS DAILY MORE POPULAR"

C. W. Long, Studebaker Representative in Washington, Contrasts Present Conditions with Past.

"ONE-LUNGERS" THE BEGINNING

"There was a time when the mention of six cylinders conveyed to the automobile buyer a mental image of great size, tremendous weight, the employment of a regular chauffeur, big maintenance charges and a first cost ranging from \$3,000 to \$5,000," said C. W. Long, local Studebaker representative, the other day during a discussion of automobile conditions.

"Six cylinders were then a natural accompaniment of wealth. Men of moderate means could appreciate them from a distance only. But that time is past. For more than a year, Studebaker has been building a thoroughly reliable and fully equipped light 'six' which has been retelling by thousands, all over the world, at a sales price of \$1,750. F. O. B. Detroit. While the Studebaker is the lowest priced 'six' on the market there has been a general downward trend in all 'six' prices. These concessions and the resulting 'six' popularity have caused a number of manufacturers to eliminate the production of four-cylinder cars altogether, centralizing on the type best fitted for use in a seven-passenger car where a large surplus of power is demanded.

"This assured popularity of the light 'six' has apparently bred in the minds of the public a belief that, in time, the six-cylinder car may force the 'four' entirely into the background, as the 'four' did the two-cylinder cars of seven or eight years ago, and as the two-cylinder car did the 'one-lungers' of the earliest days.

"During the past year we have received a great amount of correspondence, indicating that, in the minds of the general public, there was a genuine doubt regarding the functions of the two types of motor. Expressions of this sort have probably come to us in especially large quantities, due to the fact that we have built and are now building large quantities of both 'fours' and 'sixes'.

"In every case where opportunity has offered, we have declared emphatically that, in our opinion, the 'six' will never crowd the 'four' into obsolescence. Until some revolutionary improvement in motor engineering takes place, there will always be a legitimate demand for six-cylinder and four-cylinder cars.

"That the light, popular priced 'six' has had a very distinct influence on determining the type of 'four' which will supply the demands of the future, cannot, however, be denied.

"The 'six' defies competition on its own ground. High power and six cylinders are already synonymous. When one speaks of seven-passenger capacity, a 'six' is always implied. The motorist who is willing to pay something in addition to the minimum price to secure flexibility, reserve power, comfort, and luxury will be a 'six' buyer. There will always be a large class to whom this type of car will appeal.

"But there remains a still larger class of buyers who will always be content with four-cylinders. They are ready to accept a car of five-passenger capacity, and are willing to make four cylinders answer their uses, even though occasional gear changes in thick traffic and on the steepest hills may be implied. They want the absolute minimum on gasoline and oil consumption. The \$500 which they save in first cost amounts to more than the superiority of the 'six' from their point of view.

"This class will always buy 'fours.' And the 'fours' it will buy will be cars of five-passenger capacity or less; cars into which manufacturers have put the highest quality of materials consistent with rock-bottom price; cars designed to bring the greatest possible efficiency in miles per gallon of fuel; cars that, in spite of their low price, will come to their owners carefully trimmed and finished, and fully equipped with all motoring conveniences, including electric starting and lighting system, left-hand steering, center control and every other development that renders a car thoroughly up to date.

"In the cases of both the 'four' and the 'six,' price is yearly playing a more important part. When motoring was new, price standards were elastic and the adroit salesman could always make the most of exclusive features of design. As the cars themselves have become more alike, and as prospective buyers have learned to discount sales talk, price has become an increasingly vital element. Now a buyer must be shown a dollar's worth of additional value for every dollar in purchase price, nor is it easy to delude him longer with any subterfuge.

"To sell cars cheaply, manufacturers must produce both 'fours' and 'sixes' in great quantities. Of this fact the public has become fully aware. One of the marked trends of the market during the last year has been this increased wisdom regarding manufacturers—their scope, permanence and financial stability. These elements, too, play an active part in nearly every sale."

HUNTERS IN AUTO CAPTURE A MOOSE

Going After Big Game in Motorcars Latest Division in North Dakota.

Going after big game in a motorcar is one of the newest methods employed by hunters in the North Dakota woods. The motorcar has so many advantages that it is being used not only as a means of conveying the hunter to his destination, but also for utility and sleeping purposes. North Dakota woods, like those of Maine, are full of "gasoline hunters," as they are called. H. E. Miller, of Ellendale, N. D., who recently scouted in the north woods of that State, is much elated over the capture of a moose which he attributes to his Mercer car. Mr. Miller describes his experience as follows:

"Recently a farmer eight miles east of Ellendale phoned me that there was a moose in his grove. Four other men and myself went out in my Mercer car. We sent a man on horseback into the grove and he drove the moose out into the prairie and I took after her with my car through stubble fields and over the prairie.

"We ran her about twelve miles, when she took refuge in a small pond about 150 feet in diameter. The mud was deep in the road, and we surrounded it. Then we roped her, threw her to his destination, tied her to the bank, and dragging her to the bank, tied her. It is unlawful to shoot a moose in North Dakota at any time. We have learned since her capture that she had been run by men on horseback in several different neighborhoods. It took the old Mercer car to 'get her goal,' however."

Cornell's course in citizenship, offered this year for the first time, is attended by over 200. The course consists of fourteen lectures dealing with the relation of the citizen to the community. Men actively engaged in civic and social work have discussed schools, recreation, health, immigration, poverty, crime, labor problems, housing, politics, the church, city planning, and press. The course is under the direction of the department of political science, and university credit is allowed.

OTHERS WOULD TRY EDISON'S TEN-OUNCE DIET



MRS. THOMAS A. EDISON.
New York, Feb. 21.—Mrs. Thomas A. Edison, wife of the wizard of electricity, is being deluged with requests from all over the country for further information regarding the ten-ounce-a-day diet on which she and her noted husband have been thriving for the last two years. Mr. Edison hit upon the scheme after deciding that the average man overworked his digestive organs, to the detriment of the rest of his system. He decided to limit his food to ten ounces. The experiment was so successful that neither Mr. Edison nor his wife have backlaid for a single day. Mr. Edison said he enjoys better health and that his brain works twice as fast, and Mrs. Edison has gained weight steadily.

KEROSENE IS USED ON WORLD'S TOUR

Experiment Made by Two Young Men in Henderson Auto Proving Successful.

HAVE COVERED 18,000 MILES

That kerosene as a fuel for motorcars will be one of the solutions of the present high cost of gasoline problem is being proven by two University of Wisconsin graduates who are making a tour of the world in a Henderson automobile, using kerosene for fuel.

After graduating from Wisconsin last June, Edward P. Kohl fitted up his Henderson car with all equipment deemed necessary for an "around the world trip," and left Indianapolis in August, planning to spend about eighteen months on this trip, and to arrive at San Francisco in time for the Panama Exposition in 1915. His car was fitted out by the Henderson factory with their special carburetor and equipment to burn kerosene, and Mr. Kohl is making the entire trip using only kerosene as a fuel.

The car is now in Egypt, en route to the Holy Land, and Mr. Kohl and a friend have covered more than 18,000 miles, going through the United States, British Isles, Germany, France, Holland, Austria, Russia, and Italy.

In a letter written from Vienna at Christmas time, Mr. Kohl advised R. P. Henderson, vice president of the Henderson Motor Car Company, that he felt like sending a Christmas present every time he filled his special forty-gallon coal oil tank, in as much as he calculated that he saved \$10 at each filling. This, because gasoline averages from \$9 to \$9 cents a gallon, while kerosene (which is, as it is better known abroad) is purchased at an average cost of 16 cents a gallon.

At Milan, for the entire distance of 18,000 miles, Mr. Kohl's Henderson had averaged fourteen miles a gallon for each gallon of kerosene used.

At Stuttgart, Germany, in the factories of the Siemens-Magneto Company, the Henderson motor was taken down and examined by the engineers of that company, inasmuch as the car was fitted with their magneto. Very little carbon accumulation was found and only normal wear was noticed on the various parts.

Mr. Kohl has compiled and sent to Mr. Henderson data about the performance of kerosene, also much information regarding touring abroad. The Henderson Motor Car Company of Indianapolis is reproducing these reports and forwarding them to all motorists who contemplate touring abroad, and to motorists interested in kerosene as a fuel for motorcars.

U. S. HELPS BOYS GROW APPLES.

Department of Agriculture Aids in Organizing Clubs.

Special to The Washington Herald.
Spokane, Wash., Feb. 21.—Twenty-one small boys living in the Spokane Valley, near Greenacres, and at Valleyford, seventeen miles southeast of Spokane, have organized two apple clubs, the first of the kind started in the United States under a plan recommended by the Federal Department of Agriculture.

Each boy will take entire charge of ten apple trees to cultivate, prune, harvest and market the fruit, making exhibits and demonstrations at fairs.

O. H. Benson, club expert of the Department of Agriculture, is getting the work of boys' corn, potato, apple and pig clubs, and of girls' canning clubs introduced in this State, and while here will start a similar campaign in Idaho and Oregon.

This Is the Day of the "Six"

Practically all of the leading American Motor Car manufacturers have acknowledged the supremacy of the "Six." Eleven makers who formerly built "Fours" exclusively now build both "Fours" and "Sixes." Fourteen now build "Sixes" exclusively. Read this chart and see how the "Six" has won recognition among the country's greatest automobile producers as the superior of the "Fours."

CAR	Early Type	1908	1910	1911	1912	1913	At Present*
PIERCE ARROW	1	4-6	6	6	6	6	6
STEVENS-DURYEA	3	4-6	4-6	4-6	4-6	6	6
LOZIER	—	4-6	4-6	4-6	4-6	6	4-6
PEERLESS	2	4-6	4-6	4-6	4-6	4-6	6
OLDSMOBILE	1-2	4-6	4-6	4-6	4-6	6	6
WINTON	1-2	6	6	6	6	6	6
FRANKLIN	—	4-6	4-6	4-6	4-6	4-6	6
PREMIER	—	4-6	4-6	4-6	4-6	4-6	4-6
MITCHELL	1	4	4-6	4-6	4-6	4-6	4-6
POPE	1-3	1-4	4	4-6	4-6	4-6	6
LOCOMOBILE	Steam, 2 cyl.	4	4	4-6	4-6	4-6	6
CHALMERS	—	4	4	4	4-6	4-6	6
PACKARD	1	4	4	4	4-6	6	6
WHITE	Steam, 2 cyl.	—	4	4	4-6	4-6	4-6
GARFORD	—	—	4	4	4-6	4-6	6
STEARNS	2	4	4	4	4	4-6	4-6
MARMON	—	4	4	4	4	4-6	4-6
OAKLAND	—	2	4	4	4	4-6	4-6
SPEEDWELL	—	—	4	4	4	4-6	6
KISSELKAR	—	—	4	4	4	4-6	4-6
STUDEBAKER	1-2	4	4	4	4	4-6	4-6
COLE	—	—	4	4	4	4-6	4-6
HERRESHOFF	—	4	4	4	4	4-6	4-6
MAXWELL	1-2	1-2-4	2-4	2-4	4	4-6	4-6
HUDSON	—	—	4	4	4	4-6	6
AMERICAN	—	4	4	—	4	4	4-6
NATIONAL	—	4	4	4	4	4	4-6
HAYNES	2	4	4	4	4	4	4-6
BUICK	1-2	2-4	4	—	4	4	4-6
STUTZ	—	—	—	—	4	4	4-6
MOON	—	4	4	—	4	4	4-6
VELIE	—	—	4	4	4	4	4-6
MARION	—	4	4	4	4	4	4-6
ABBOTT	—	—	—	—	4	4	4-6
HENDERSON	—	—	—	—	4	4	4-6
CHANDLER	—	—	—	—	—	—	6
RAMBLER	1	4	4	4	4	4	4-6
HUPMOBILE	—	—	4	4	4	4	4
OVERLAND	—	4	4	—	4	4	4
REO	1-2	1-2	4	—	4	4	4
MOLINE	—	4	4	—	4	4	4
CADILLAC	1	1-4	4	4	4	4	4

*This schedule is as nearly correct as it can be made at this time.

Thirty-seven manufacturers out of the forty-two listed above have not risked the great sums necessary to change their entire production plans for a mere whim. The "Six" has assumed this dominant position in the automobile world through real merit. Actual usage has proved the superiority of the "Six." The demands of the buying public have forced the changes noted above.

Are all of these prominent manufacturers wrong? Can it be possible that so many are mistaken in declaring the "Six" superior to the "Four?"—that so few are right? Many of these same manufacturers were right in changing to "Fours" from the early one and two cylinder types. Is it likely that all of these are in error when they acknowledge the "Six" better than the "Four?"

And remember, please, that the Chalmers was the first standard medium-priced "Six." Chalmers Engineers built some the earliest "Sixes" produced in America. More than any others, they are equipped to build high quality "Sixes" at medium prices. The Chalmers Master "Six," designed by veteran builders of "Sixes," is this season's leader. Do not buy ANY car—either "Four" or "Six"—until you have taken the Chalmers Standard Road Test.

Swiftly and surely the tide has turned to the "Sixes." Motorists no longer are content with a power that lets go and grabs again at every other revolution. They now insist upon that quiet, steady pull—that luxurious smoothness that can come only from six cylinders.

Until the Master "Six" appeared last year, buyers had thought of all "Sixes" as heavy cars, extravagant of fuel and tires; costly to buy and expensive to keep. But the Master "Six" opened their eyes.

Here was a car of six cylinders at a moderate price, and even lighter than many "Fours" of equal power. Here was a motor so silent and smooth running that friction and wear might be forgotten.

Its master motor has six cylinders of long stroke and small bore. So it fairly floats up the hills on high gear. It can reach twenty-five miles an hour in ten seconds from a standstill. It can creep like a snail through the crowd and then be off like a greyhound at the touch of the throttle.

Zell Motor Car Company

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